

SEP 26 1919

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✓ "NEW Screen Magazine,
No. 33. ✓

one Reel

WE open Screen Magazine No. 33 with a beautiful tinted and toned scenic picture showing the historic French seaport of La Rochelle. Then we show the interested spectator the real low down on the tanning industry, from the time a cold-hearted individual snatches the hide from the bovine's back until, in the form of shoe leather, it is clamped on your foot, and even so we cannot see why shoes cost \$20 a pair. Lillian Russell tells you exactly how to use a beauty spot and when not to use it, while our old friend Signor Faiconi discloses how you can read your sweetheart's character by her eyebrows. This week's bug cartoon deals with the tumble-bug and discloses where our game of football originated. Before the futurist movie of Marshal Foch is exhibited, our own exclusive scientist shows us how etchings are made upon

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